

Abstract

The Hotel Plaza Athenee Bangkok A Royal Meridien Hotel, a business hotel with the international standards within the Le Meridien is to provide customers with services that are unique and stylish. The hotel is also elegant and beautiful, which has room for about 374 rooms. Plaza Athenee is located in the center of Bangkok on Wireless Road, Ploenchit including many shopping areas. A convenient location to cater to customers who come to stay as well, so the hotel is a haven of happiness.

Of which has been operational Cooperative Education at Plaza Athenee Bangkok A Royal Meridien Hotel, a four-month period from August 24, 2558 to December 11, 2558, the organizing committee is assigned to work in. duty service restaurant, bakery and office JOB F & B department. Food and beverage service. In the event she has been working in the service department and drinks. The learning functions. Each day working with, and promoting Illy coffee drinks for the restaurant and bakery. To promote the sale of the Illy coffee shop, the bakery, so that the customers will better known Illy coffee, the coffee shop and bakery, as well as increasing the value and appropriateness of the quality as well.

The organizing committee did an experiment to make a promotion and study the data we collected. By studying the data and taking action. The Foundation has conducted a satisfaction to employees inside the store, the bakery and the office staff, service and beverage department of the hotel. The assessment was conducted by evaluating the 10 series conclusion. The results of the survey on gender. Most are female 80 per cent of the respondents between 20-25 years of age, the figure was 40 per cent of respondents from staff at the front of the department store, the bakery. Most of the respondents, 60 per cent of its value for the price. Most good 60 per cent of the respondents its nutritional value of the Set A moderate 70 per cent of the respondents. Ask the nutritional value of Set B very good 60 per cent of the respondents. For the promotion enables customers to know Illy coffee and the bakery more. Very good 50 per cent of the respondents promotions can increase sales to the bakery shop more. Very good 70 per cent of the respondents are satisfied with the preparation of this promotion. Very good 60 per cent.